

Our October selection of Business Tips to help you succeed focuses on ideas from courses running in the next few weeks.

Our new brochure is out, covering courses through to next summer.

If you haven't received it and want a copy, either ring 01892 888134, or email us on info@kenttrainers.co.uk.

Tip 1: Human beings are story-telling creatures. For maximum impact in your presentations, draw your audience in with a story. Here are five different approaches you can take: make it personal, humorous, surprising, even shocking, or thought-provoking. Starting with a story hooks your audience and prepares them for what's next.

There are still places on our highly popular [Presentation Skills - Introduction](#). The last one sold out, so book onto the 8 November course now. Follow up this course with [Presentation Skills - Advanced](#) on 17 January - there are limited places on this course, so do plan ahead.

Tip 2: When you add charts from Excel into PowerPoint, always reset the font sizes. The minimum easily readable font on a projected screen will be 16 pt. Test it out and make sure the size is large enough for all your audience to read it. Projecting material your audience can't read is tantamount to saying *"I don't care about you."* You wouldn't say it to their face, so don't put it on a giant screen.

Build your presentation skills with [PowerPoint Advanced](#) on 8 November. [PowerPoint Introduction](#) and [PowerPoint Advanced](#) together on 5 & 6 December.

[Excel Introduction](#) runs on 16 November, [Excel Intermediate](#) on 23 November, [Excel Advanced](#) on 30 November.

Kent Trainers offers lots of help with office software. We offer fourteen [IT Training Programmes](#) at purpose built IT training suites in Canterbury or Tunbridge Wells.

Tip 3: Are you vain, sane or realistic? Sending out invoices can feel like completion of a job well done. It isn't: collecting the payment is. Make sure you follow up on all outstanding invoices. There is a lot of truth in old sayings and this one is truer than most: *"Revenue is vanity; profit is sanity, but cash is reality"*. It's simple really. No cash: no paycheque.

Learn what you need to know as an administrator or a PA or secretary with financial responsibilities at [Finance for PAs and Administrators](#) on 31 October.

Tip 4: Research is clear: short sentences and easy words are best if you want to communicate quickly and easily. In business, that is your priority. Here are three examples:

- * "In order to ..." Not so good. How about: "To ..."
- * "An authorisation has been granted for the purpose of ..." Maybe: "We've agreed to ..."
- * "According to our records ..." Or perhaps: "Our records show ..."

To boost your business writing, pick one of these courses: [Writing Business Correspondence](#) on 7 November, [Writing Reports](#) on 8 November, or [Minute Taking with Confidence](#) on 15 November.

Tip 5: Effective company directors ask difficult questions. Make a big impact as a company director by choosing your questions with care, listening hard to the answers and demanding a high quality of evidence before coming to a conclusion. A healthy scepticism about everything that is happening in your company will serve you well. Demand robust reporting on key indicators like cash-flow, profitability by activity, and sales performance.

[Company Director - Understanding the Role](#) is an essential introduction for anyone new to the role or wanting to refresh their contribution to the profitability of your business. The last of these popular sessions before the new Financial year is on 19 November.

Tip 6: Conflict: what is it good for? Exposing the issues. The trick is to handle it effectively. You have choices and effective managers are those who can choose wisely, rather than fall into a habitual response. You can: duck the issue entirely (wise if it's inconsequential), let the other person win (wise if they are right), fight hard to win (wise if the stakes are high, go for a compromise (if you want to share the sacrifices), or collaborate to achieve something better (wise if you want a long term, highly profitable result).

Managing conflict is just one of the skills for new managers in [Management Essentials](#) on 19 November. We are now past half-way on the autumn [Management Programme](#), but you can sign up now for the next one, starting on 8 February.

Tip 7: How healthy is your business?. One essential role for any business leader - a director or senior manager - is to know at all times how to evaluate the health of your business. Different businesses need different measures of health and there are many to choose from. Here are three commonly used ones. Find which ones are right for your area of responsibility. Gross Profit Margin (Gross profit divided by Sales revenue), Inventory Turnover (Cost of goods sold divided by Average inventory value), Working Capital (Current assets minus Current liabilities).

[Finance Essentials](#) - dare you risk missing it. 14 November.

To access **FREE TRAINING** call our office on 01892 888134 and ask for a referral to a Train to Gain advisor.

Other Courses running in November include:

Self Management and Personal Effectiveness	20 November
Sales - the Client Meeting	21 November
Understanding People	28 & 29 November
(This is a new course and will give you an official certificate in Transactional Analysis)	
Meetings - Making them Work	29 November

Office Software Tools

Excel Introduction	16 November
Excel Intermediate	23 November
(Limited places remaining - book quickly)	
Excel Advanced	30 November
How do you lose when your colleagues use Word ineffectively?	
Word Intermediate	22 November
Word Advanced	29 November

New Courses

Exciting new courses in our September 2007 brochure include:

[Marketing: Achieve Results & Create Cash flow](#), 13 May.

[Equality and Diversity: what it *really* means to your organisation](#), 31 January and 25 June
[SAGE Line 50 Instant Accounts](#), 1&2 November and 5&6 February

Also newly available as In-house courses

[SAGE Payroll](#) and [Microsoft Visio](#) - ring our office on the new number, 01892 888134, or [email us](#) to learn more.

Kent Trainers telephone system.

Since we moved on 17 September and changed our telephone supplier, we have experienced recurring technical problems with the connection and quality of the line. We are very conscious that this does not meet the high standards we have set ourselves for providing a first class service to you. We have therefore ordered a new phone system, which will go live in the week of 29 October.

This will mean a change of phone and fax number again, but we feel it is essential that you have the confidence of a reliable service to contact us for bookings and enquiries. We will send you an email to confirm the new numbers as soon as we have tested them fully. Please look out for this information which will also be highlighted on any emails and on our website

We do apologise for any inconvenience. However, we are confident that the new system will return performance to the highest standards, and that this temporary disruption will bring an improvement to our service to you.

Have you missed one of our newsletters or tip-sheets?

Don't worry

All of our Newsletters and Tip sheets are now on our website.

[Click here to see them all](#)

Find out more about these and our full programme,
at www.kenttrainers.co.uk, or call our office on 01892 888134

Who else would like our tips and newsletters?

Please forward this to them, or send their email address to subscribe@kenttrainers.co.uk

If you no longer wish to receive this tip sheet or our monthly newsletter, please email us at unsubscribe@kenttrainers.co.uk